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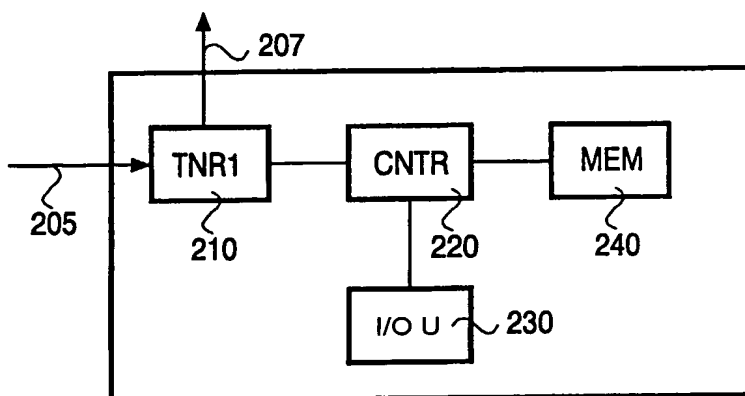
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(54) Title: SERVICE/CHANNEL INSTALLATION



(57) Abstract: A broadcast receiver 200 includes a receiver/decoder 210. The receiver 200 receives a broadcast channel selected by a user from a plurality of broadcast channels available in a broadcast network. The receiver makes signals broadcast via the selected channel available to the user. User input means 230 enable the user to specify a user interest profile 400 based on at least one category of preference 410, 420, 430. An installer 220 install of all channels available in the broadcast network only those channels that meets the user interest profile 400.